



## Joint Steering Committee Meeting

May 17, 2007

9:00 a.m. – 4:00 p.m.

Radisson Hotel Sacramento

500 Leisure Lane

Sacramento, CA 95815



### TENTATIVE AGENDA

#### MEETING OBJECTIVES:

- Launch the new Network brand identity and ad campaign.
- Discuss how the new brand identity will enhance the work of the Network
- Discuss the role of the JSC under the new brand identity
- Provide an update on the Program Compliance Review Team
- Highlight Regional Collaborative partnerships.

- 9:00-9:50 MEETING REGISTRATION & NETWORKING**
- 9:50 A.M. WELCOME**  
*JSC Executive Committee Member*
- 10:00 A.M. LAUNCH OF THE NEW NETWORK BRAND IDENTITY AND AD CAMPAIGN**
- 11:00 A.M. NETWORK LAUNCH Q & A**
- 11:30 P.M. A FRESH LOOK AT THE JSC**
- 12:00 P.M. HIGHLIGHTING THE REGIONAL COLLABORATIVES**
- 12:30 P.M. WORKING LUNCH & NETWORKING**
- 1:30 P.M. UPDATE FROM PROGRAM COMPLIANCE REVIEW TEAM**  
*Gil Sisneros, Program Compliance Manager, Cancer Prevention & Nutrition Section*
- 2:00 P.M. PHYSICAL ACTIVITY BREAK**
- 2:15 P.M. WORKGROUP SESSIONS**  
*Hope Wilson, Development Specialist, Partnerships Team, Cancer Prevention & Nutrition Section*
- Adults
  - Children & Youth
  - Food & Nutrition Resources
  - Fruit & Vegetable Promotion
  - Health Disparities
  - Physical Activity Integration
- 3:25 P.M. WORKGROUP RESULTS & NEXT STEPS**  
*Gregory Shaffer, Principal, Compulsion to Create*
- 3:55 P.M. SUMMARY REMARKS AND CLOSE**  
*JSC Executive Committee Member*
- 4:00 P.M. ADJOURN**